

PRIORITIZING GOALS

Once goals have been established, they need to be **prioritized**.

Prioritize goals by considering the following:

1. **Need**: Is a must do, should do, or like to do item?
2. **Urgency**: How quickly must it be done?
3. **Time**: How much time will it require?
4. **Impact**: Who or what will be affected and how?
5. **Resources**: How many resources will it take (time, people, money)?

Employee involvement in the prioritization process can help gain commitment and understanding for your priorities.

The next step is **communicating** the goals.

To determine the best approach for communicating your goals, consider the following:

- A. Who needs to be informed of the goal?
- B. What do they need to know?
- C. When do they need to know?
- D. How should the information be presented?

